

# Pacific

VINEYARD

COMPANY

*Cucamonga, California*



CALIFORNIA'S BONDED WINERY NO. 1.



**J**AMES L. VAI, President and General Manager, and John Vai, Vice-President in charge of production, are men who have been identified with the wine industry since the beginning of the century. Their appreciation of fine wines and brandies is a family heritage. Their insistence upon the high standard of quality that has always identified the products of the Padre Vineyard Company has prompted the installation of added equipment to the winery until today it is one of the most modern and most thoroughly equipped wineries in the West, if not in the entire world.

★ No effort nor cost has been spared, from the initial caring for the grape-laden vineyards to the final storing of brilliantly clear wines in wooden tanks, to impart to every drop of wine, vermouth, and brandy, the magic touch of the master vintner.

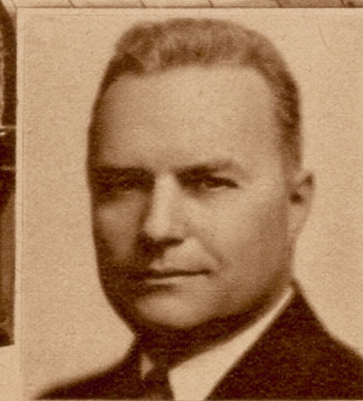
★ Padre wines, taken from rich grapes selected with the utmost caution for the right degree of ripeness, are processed by the ultimate in modern, scientific winemaking equipment.

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JAMES L. VAI  
President



JOHN VAI  
Vice-President





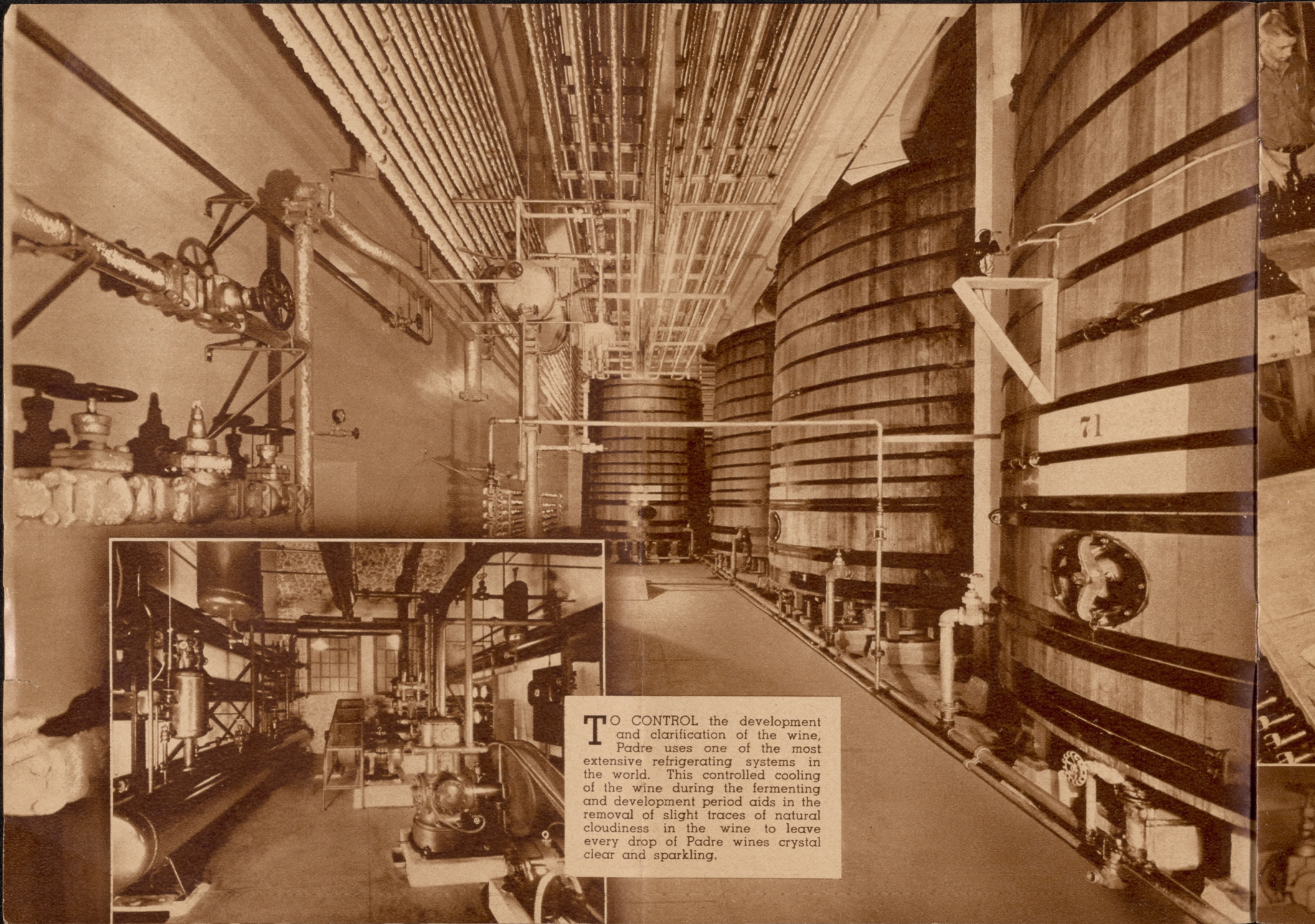


**PADRE VINEYARDS** are nestled 'neath the high San Bernardino Mountains in verdant Cucamonga Valley, just forty-five miles from Los Angeles. Cucamonga, years ago, was named by the native Indians because of the great variety of natural springs to be found in this rich valley. The name, Cucamonga, meaning "the land of many waters," aptly describes the natural sources that nourish California's finest grapes. Beginning with the most luxurious of grapes, Padre takes great care in each step of winemaking. Equipped throughout the entire plant with the finest winemaking facilities, California's Bonded Winery No. 1, Padre Vineyard Company at Cucamonga, utilizes the century-old traditions of winemaking but streamlines and modernizes these practices to eliminate much of the guesswork in wine character and quality.

● Below is seen a front view of the huge Padre plant with railroad cars being loaded with Padre packaged wines and brandies to be carried to discriminating wine users throughout all America.



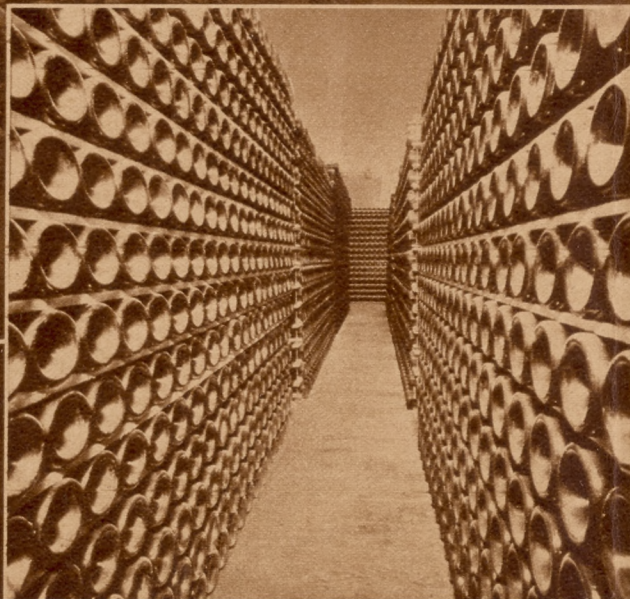
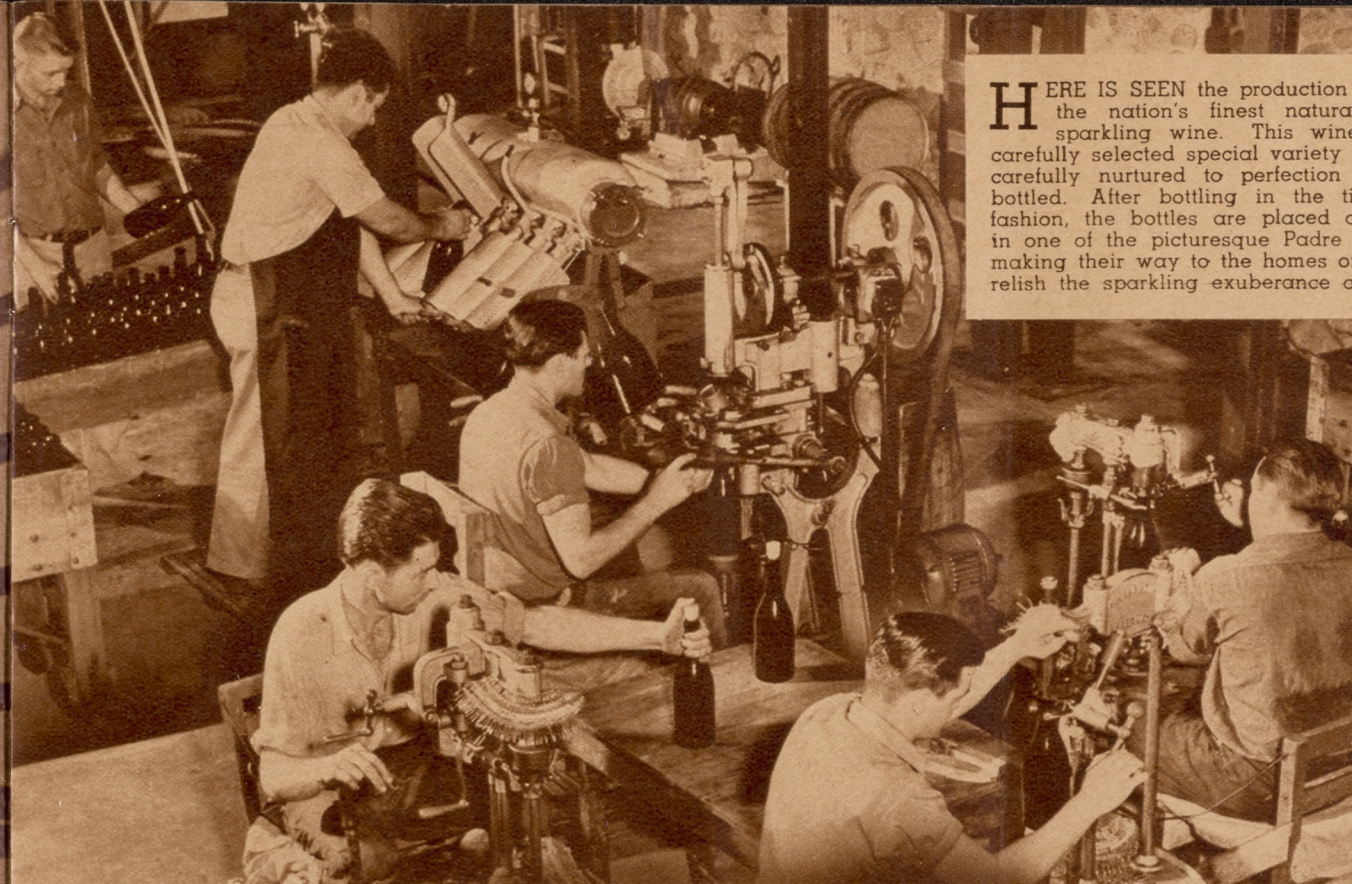




**T**O CONTROL the development and clarification of the wine, Padre uses one of the most extensive refrigerating systems in the world. This controlled cooling of the wine during the fermenting and development period aids in the removal of slight traces of natural cloudiness in the wine to leave every drop of Padre wines crystal clear and sparkling.



HERE IS SEEN the production of Padre Sec, the nation's finest naturally fermented sparkling wine. This wine is made of carefully selected special variety grapes and is carefully nurtured to perfection before being bottled. After bottling in the time-honored fashion, the bottles are placed on their sides in one of the picturesque Padre cellars before making their way to the homes of persons who relish the sparkling exuberance of champagne.

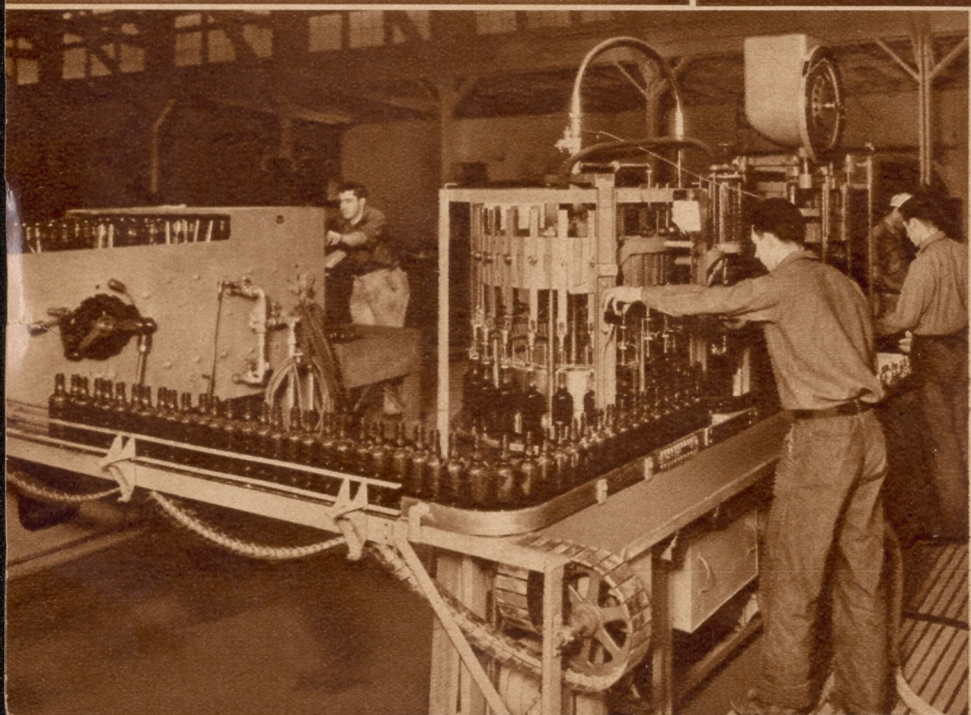
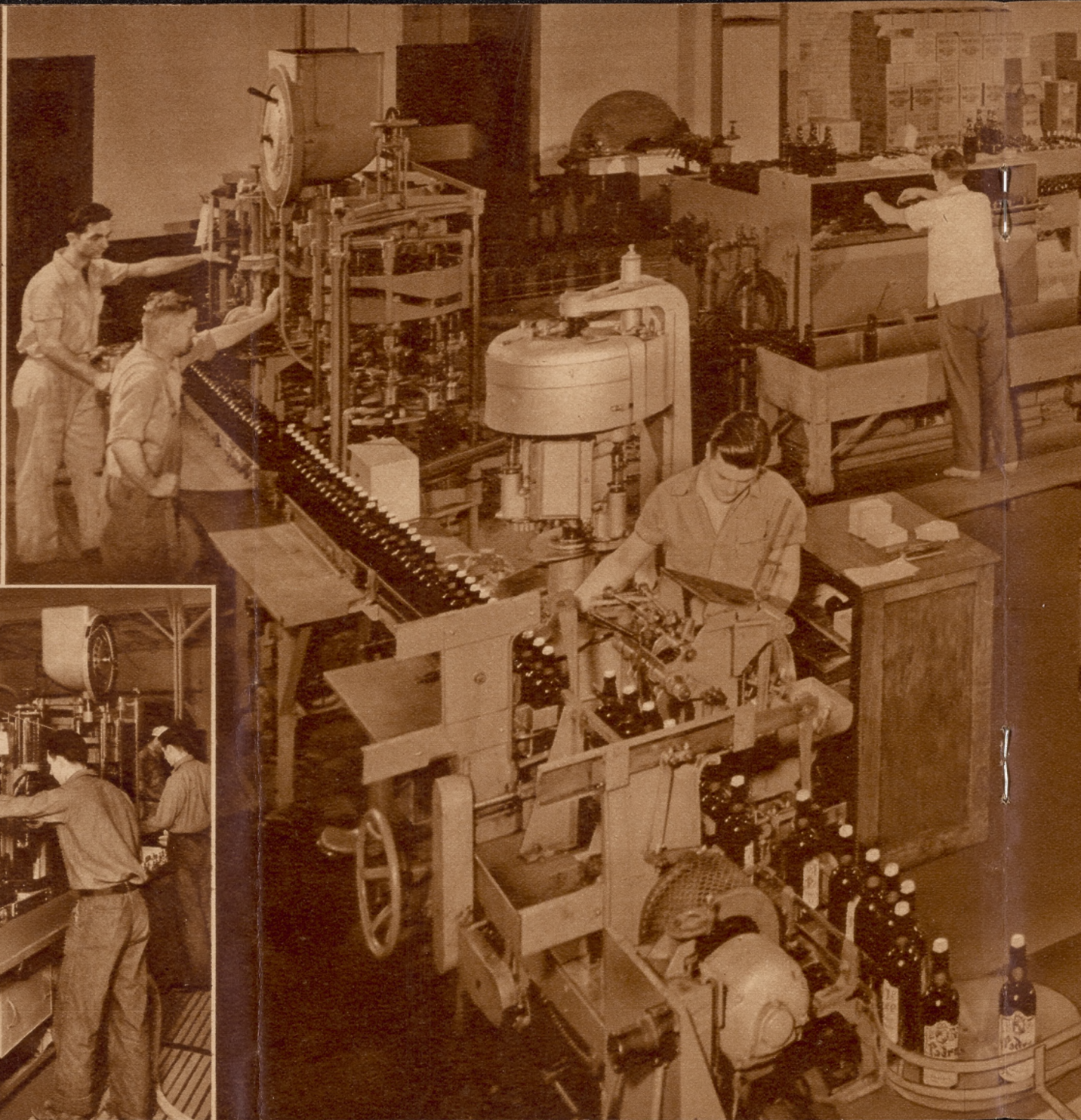




**H**ERE we see the main bottling room of Padre where the wine which has been developed in wooden casks, clear and sparkling after expert care, is bottled. Fully automatic machinery fills, caps and labels each bottle to insure absolute sanitation and uniformity. Every bottle of Padre wine is sealed at the winery with a tamper-proof cap to make certain Padre's quality wine reaches every consumer.



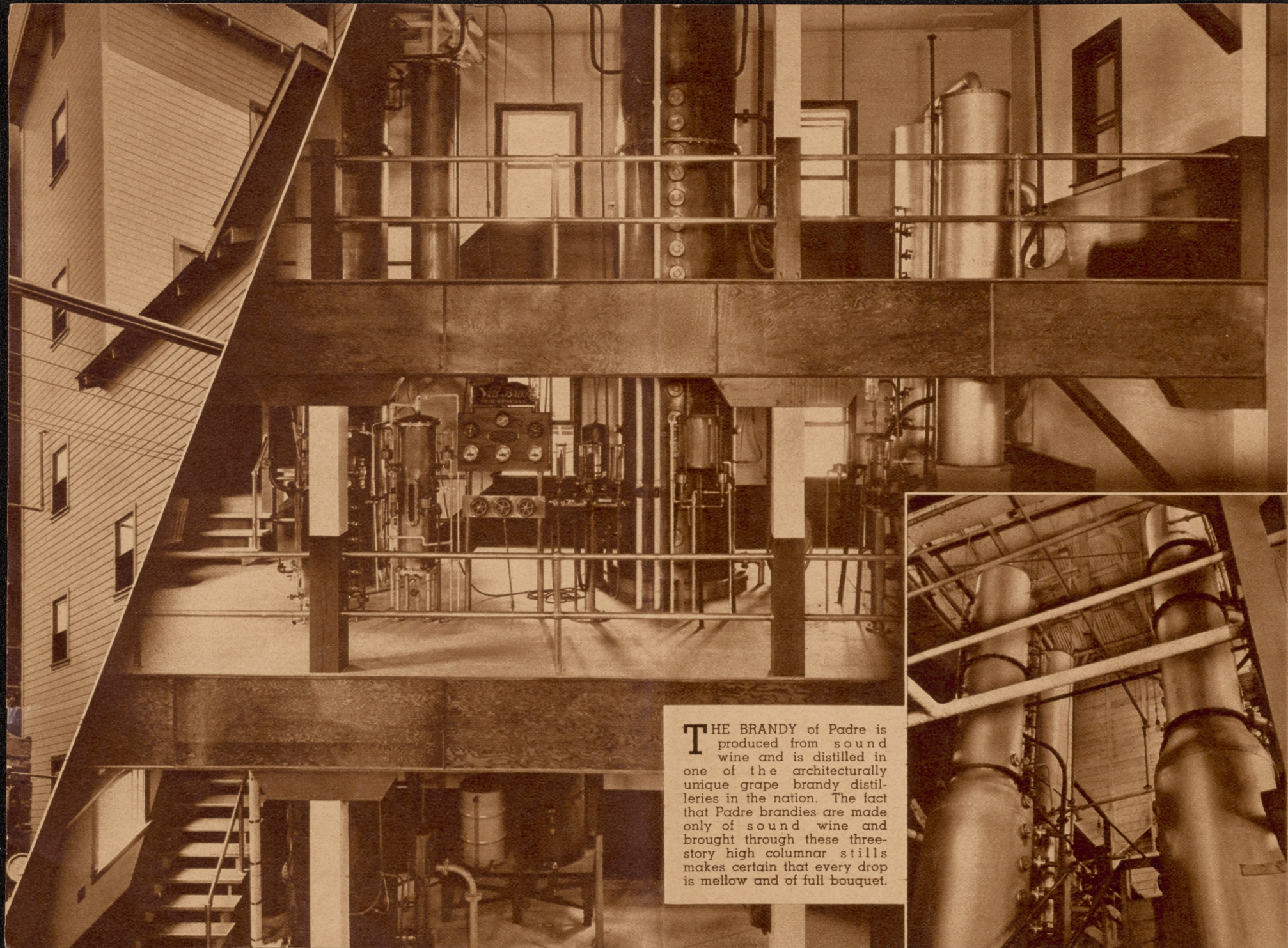
The cartons in the picture, which have been sealed and have had government tax stamps affixed, are now ready for shipment.



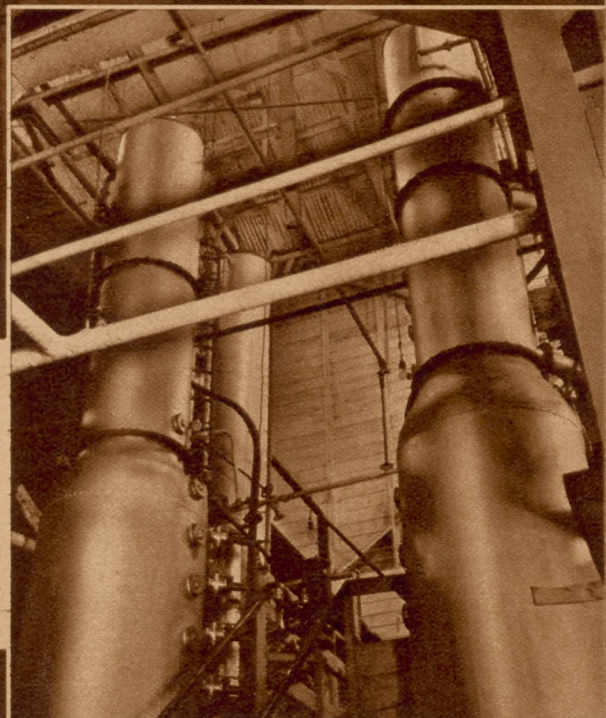




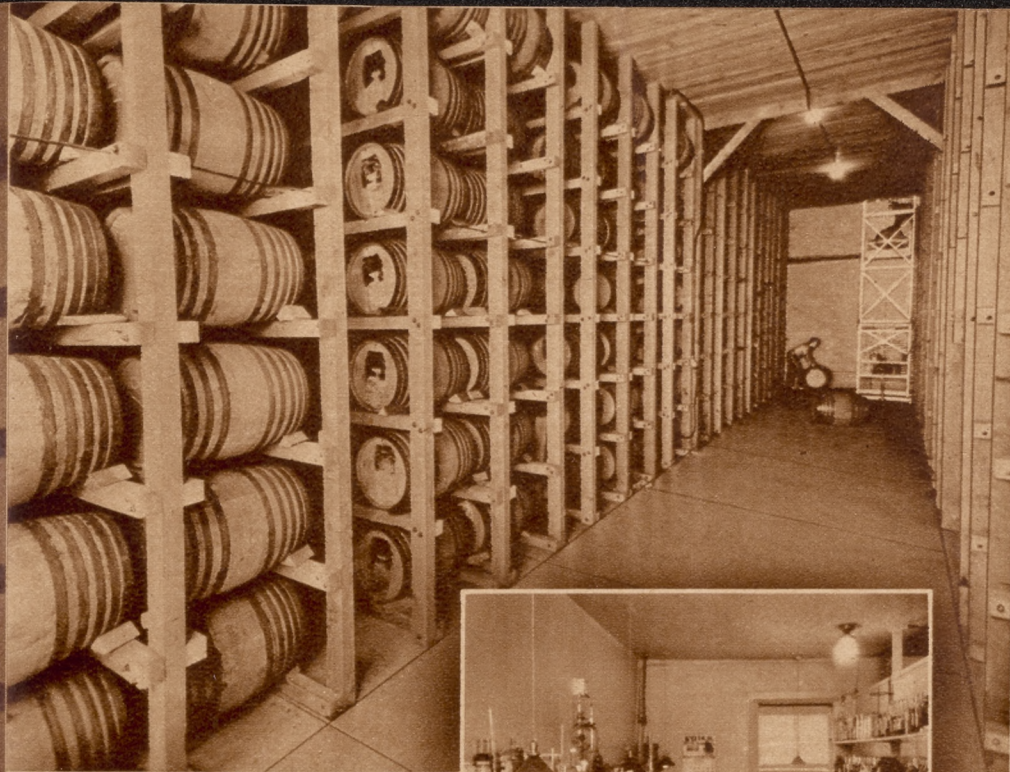




**T**HE BRANDY of Padre is produced from sound wine and is distilled in one of the architecturally unique grape brandy distilleries in the nation. The fact that Padre brandies are made only of sound wine and brought through these three-story high columnar stills makes certain that every drop is mellow and of full bouquet.





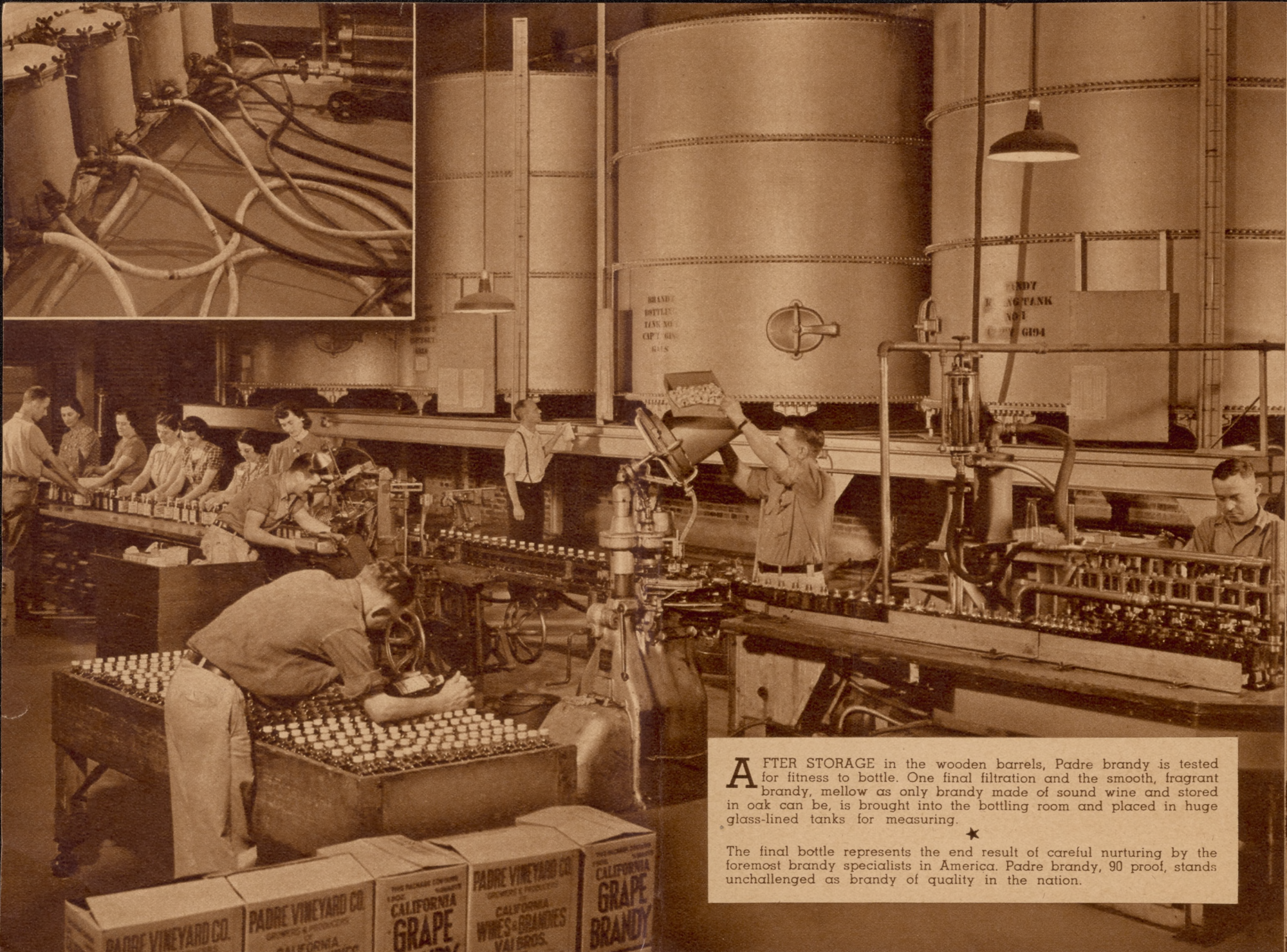
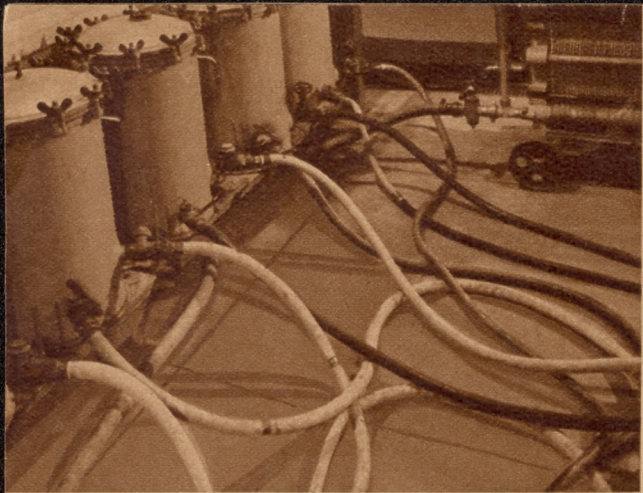


**A**T THE CENTER we see the chemist's laboratory where careful scientific check is maintained over every ounce of wine and brandy in process and storage.

The barrels of brandy are being rolled into the warehouse on Padre grounds for storage. This brandy is stored in oak casks to make certain the finest of smooth, mellow grape brandy.







**A**FTER STORAGE in the wooden barrels, Padre brandy is tested for fitness to bottle. One final filtration and the smooth, fragrant brandy, mellow as only brandy made of sound wine and stored in oak can be, is brought into the bottling room and placed in huge glass-lined tanks for measuring.



The final bottle represents the end result of careful nurturing by the foremost brandy specialists in America. Padre brandy, 90 proof, stands unchallenged as brandy of quality in the nation.





LOUIS VALPERGA  
Executive Vice-Pres.

SPARKLING WINES AND CHAMPAGNES, through the ages, have had a monopoly on festive occasions. No celebration is satisfactorily complete without a toast being drunk in clear, cold, effervescing champagne. These wines must be stored on their sides to keep the corks moist and should be served at a temperature close to freezing.

★

Padre Sec leads the parade of Padre sparkling wines. Produced by a process of natural fermentation, these wines—Sparkling California Burgundy, Sparkling Moselle, Gran Spumante, a delicately sparkling muscat, and Padre Sec are California's challenge to wine-makers of the entire world.





**PADRE CALIFORNIA VERMOUTHS**, dry or sweet, stand undisputably as an example of the finest of Padre quality. Their place in the gourmet's cocktail is unchallenged. Padre California Vermouths are made of carefully selected wines, which are blended with herbs after the tradition of centuries. (Padre Dry Vermouth is 19% alcohol by volume; Sweet Vermouth, 18% alcohol by volume.)



Padre California Burgundy and Sauterne are dry wines especially delightful with meals. Burgundy with dark meats — Sauterne with white meats and fish.



**I**N WINES, there are two broad taste classifications, dry and sweet. DRY WINE has all of the natural grape sugar fermented out, leaving a dry, not sour, light wine. In this group we have Padre California Burgundy, Claret, Zinfandel, Sauterne, Riesling and Chianti.





Padre Pale Dry California Sherry is the very acme of Padre quality. An "all-purpose" wine, its fragrant, full bodied bouquet adds just the right touch to a before dinner Sherry Hour, and is a delightful after dinner drink with coffee.



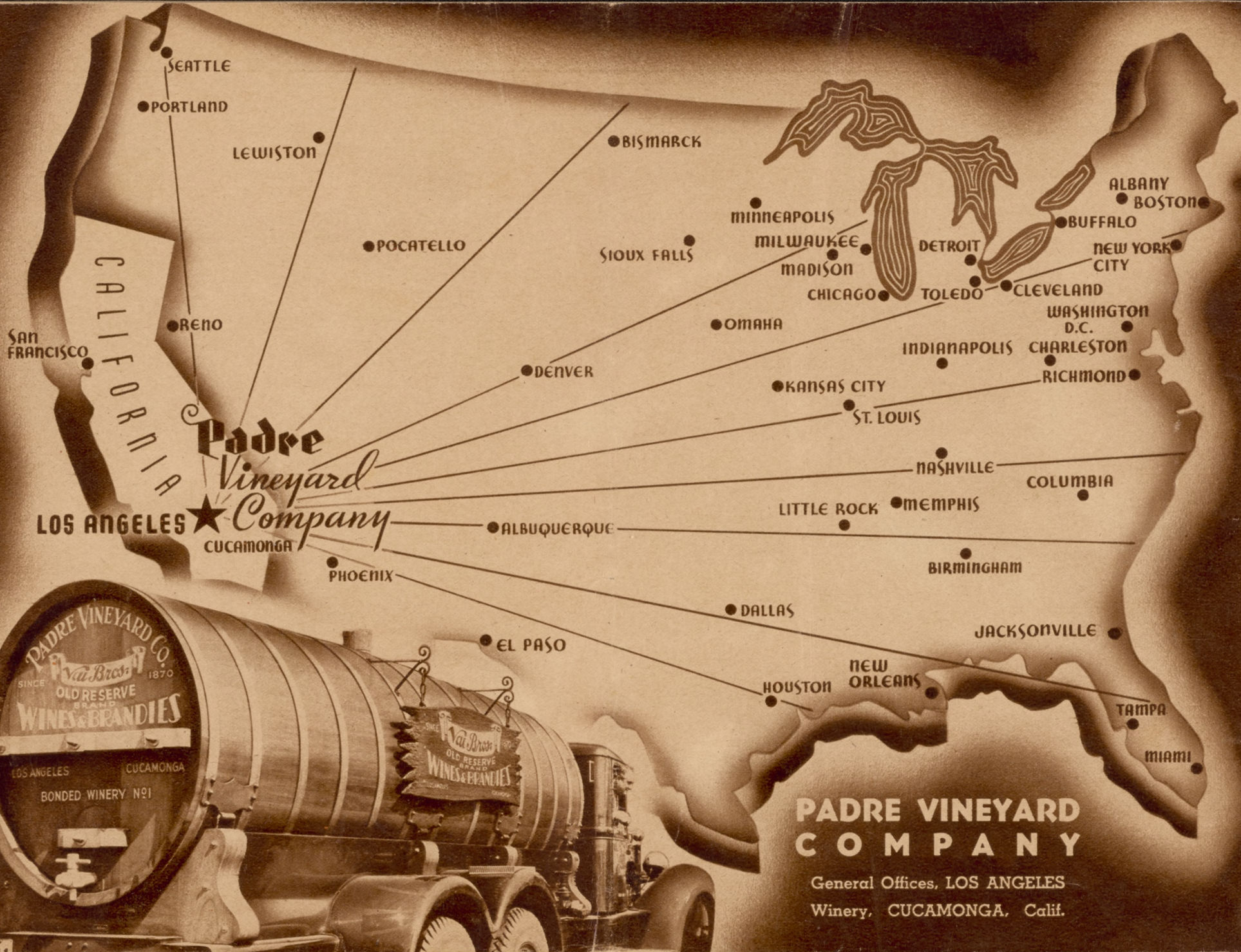
Padre California Port wine is a prime requisite to a cultured evening. The outstanding sweet wine, with its rich tawny color, born only of properly developed wines, is a smooth, satisfying drink at all times.

SWEET WINES are wines in which the fermentation has been arrested before all the natural sugar has been used. These wines, usually about 20% alcohol by volume, are Padre California Port, Sherry, Tokay, Angelica, Muscatel, and White Port. Sweet wines serve as a delectable before-dinner drink, and are equally well suited for after dinner use. Sweet wines are the favorites of women and should be served at room temperature or slightly cooler to enjoy the full bouquet.

Padre California Tokay and Padre White Port are national favorites with both men and women. Especially delightful for afternoon lunches, they are also widely used as dessert wines. ★ All Padre table wines are bottled in many sizes, ranging from pints to gallons, and are available at dealers everywhere in the United States.







CALIFORNIA

**Padre Vineyard Company**

LOS ANGELES

CUCAMONGA

SEATTLE  
PORTLAND

LEWISTON

POCATELLO

BISMARCK

SIOUX FALLS

MINNEAPOLIS

MILWAUKEE

MADISON

CHICAGO

DETROIT

TOLEDO

CLEVELAND

WASHINGTON D.C.

CHARLESTON

RICHMOND

ALBANY

BOSTON

BUFFALO

NEW YORK CITY

OMAHA

DENVER

KANSAS CITY

ST. LOUIS

NASHVILLE

COLUMBIA

LITTLE ROCK

MEMPHIS

ALBUQUERQUE

PHOENIX

BIRMINGHAM

DALLAS

EL PASO

JACKSONVILLE

HOUSTON

NEW ORLEANS

TAMPA

MIAMI

**PADRE VINEYARD COMPANY**

General Offices, LOS ANGELES  
Winery, CUCAMONGA, Calif.

